

**CITY OF BUCKEYE
COMMUNITY SERVICES ADVISORY BOARD**

**July 16, 2014
MINUTES**

City Hall
530 E. Monroe Avenue
Buckeye, AZ 85326
6:30 pm

1. Call to Order/Pledge of Allegiance/Roll Call

Teresa Bible, Chairman called the meeting to order at 6:33 pm.

Members Present – Chair Teresa Bible, Board Members Linda Gross, Garnett Sailor, Alex Villa, Stephen Rugh

Staff Present –Management Assistant Douglas Strong, Recreation Manager, Miranda Gomez Library Manager, Jana White, Conservation & Project Manager Robert Wisener and Parks Manager, Fred Sanchez.

2. Comments from the Public – None.

3. Approval of Meeting Minutes for May 21, 2014

A motion was made by Board Member Sailor and seconded by Board Member Gross to approve the minutes for the May 21, 2014 meeting. Motion carried unanimously. Board Member Stephen Rugh abstained from voting because he was not appointed as a board member at that time.

4. New Business

4a. – Approval of Community Services Department Strategic Plan for FY15. Presented by Douglas Strong, Management Assistant

Mr. Strong provided the board with an overview of the Strategic Plan which falls in line with the accreditation process. Board member Rugh asked if the goals listed were placed as a priority of one over the other. Mr. Strong mentioned there was no particular order to how they were listed within the framework. Mr. Rugh asked about the vacancies that were listed in the organization chart and why so many were not filled. Mr. Strong mentioned these were the future positions yet to be filled for the new library and the future Skyline Park which are both planned to be operational this fiscal year. Board member Mros asked what was meant by Community Engagement. Mr. Strong mentioned this was another name for Special Events but also included outreach efforts, (i.e. the Mobile Event Unit) volunteerism and working with civic groups to engage and active residents in becoming more connected. Board member Villa asked about the Helzapoppin' Rodeo Arena and if the city is leasing this facility for events. Mr. Strong affirmed and referred the board to the schedule of events within the document. It was shared that there are four events planned for this facility to include the Demolition Derby, Gem Show and Western Show. Board member Rugh was present at the council meeting when this lease was brought before the council and felt this was a great move for the city to lease this property and expand event opportunities to the community. Board member Villa shared the past history of the arena and his involvement with this property which he thought opened in the late 50's.

Board member Rugh made a motion to move item 4a after item 4b to learn more about the accreditation process prior to approval and since it is part of the strategic plan; it was seconded by Board member Gross and passed unanimously.

After discussion of item 4b, Board member Rugh made the motion to approve item 4a. It was seconded by Board member Sailor. Motion passed unanimously.

Mr. Rugh made a point for the future that he would like to more informed regarding the department budget process and see where the board can be more involved to advocate and assist staff to push items forward to the City Council members. This would assist the department director and support the budget needs of the department.

4b. – Approval for the Community Services Department to apply to the Commission for Accreditation of Park and Recreation Agencies sponsored by the National Parks and Recreation Association. Presented by Miranda Gomez, Recreation Manager

Mrs. Gomez gave an overview explaining the process sponsored by NRPA. This included a listing of standards and she provided the board with examples. Of the 37 supplemental standards the department has to meet all of them. Of the total 114 remaining standards the department must meet 85% of them. Board member Gross asked if this included safety; Mrs. Gomez replied that it does and would be sharing the standards to include safety.

Mrs. Gomez proceeded with the sharing of the ten chapters which included organizational authority, planning, administration policies, human resources, community relations, marketing, retention, staffing, program goals and objectives, public safety, risk management, evaluation and research. Within each chapter there are objectives which need to be accomplished. Board member Rugh asked having mentioned board involvement he asked what is their role. Mrs. Gomez mentioned we are currently in the process of collecting the information within our organization and compiling it to have an outside group do a site visit and let us know where we need improvement. This site team will meet with staff and board members to find any deficiencies and will then make a final report and recommendation for accreditation. Currently each division is reviewing our own policies and procedures. We are also working on having our staff become certified within their own areas of expertise. The strategic framework is a step towards this process along with the Parks and Recreation Master Plan which both Doug and Bob are working on. Staff will be looking for feedback and input as we are currently doing tonight with the Strategic Framework. The board can assist staff as citizen input which is also part of process. Staff has already committed to five hours a week working towards accreditation. The benefits include recognition, accountability, responsiveness, improved customer service, efficiency and increased value. Increase in teamwork, pride, self-evaluation among staff will also be enhanced through this process.

Board member Gross wanted to know if the risk management section included not only accidents and emergencies but also financial management risks. Mrs. Gomez shared both areas are covered with the sections of financial management and risk management. Mrs. Gross asked does it require a disaster plan. Mrs. Gomez said it will include this plan.

Board member Sailor had a few questions. How did staff come about the need to do this? Mrs. Gomez mentioned in the past conferences we have noticed several agencies receiving this honor; it was discussed internally among staff and Cheryl felt this would be a great way to raise the bar and has since met with our City Manager who is in full support of this process. Can you explain how this accreditation will provide more financial support and impact as you mentioned earlier?

Mrs. Gomez mentioned this is more of a business plan and will prove to funders that we are reputable and a creditable agency than can prove its success. Mr. Sailor mentioned there is no true economic impact to us or financial gain; it's just that we are looked at more favorable versus a non-accreditation agency? Mrs. Gomez said yes and shared the example of the Playful City USA grant opportunity and mentioned being part of the NRPA and with this designation we will be able to have more success acquiring financial assistance. Mr. Wisener mentioned when completing grants at times it is asked if our agency is accredited, which then gives us more points on certain grant applications. Mr. Sailor asked does staff have the time to do this and is the five hours enough time to get this done? Mrs. Gomez mentioned the five hours set aside was to make sure it's a priority and it's important to staff.

Mr. Strong reminded the board the item on the agenda is to approve application for accreditation at this time there is no set date of when the application will be submitted. Once the application is submitted the organization then has a year to complete the process. So although there is a lot of time required of staff to complete this process we will be working towards applying after we self-assess where we are currently or within the next few months.

Board member Sailor asked if there is a cost to apply and if so how much will we be expected to pay? Mrs. Gomez mentioned she did not have the cost however it is a percentage of our overall budget as a department. We will pay for the site visit team to fly out and accommodations however that will not be during the current fiscal year. Our review will not be until next year thus we will budget for these related expenses next year.

Board member Gross is familiar with this overall process and realizes at times organizations can lose their accreditation and can be penalized for violations or not keeping up with its standards, so will we be in this position if we do not fulfill our standards? Mrs. Gomez mentioned if this was the case we could lose the accreditation designation but nothing more would occur.

Board member Rugh asked if staff is intimidated by this large undertaking? Mrs. Gomez replied not scared but realize the amount of time and work that it will take to become accredited. She feels what we do and where we are going is in line with this process and makes sense to pursue this process. Mr. Rugh asked what time and commitment is required from board members. Mrs. Gomez mentioned at upcoming meetings the board should be brought before them new policies and procedures related to this process. Staff will be making an outline on what standards need to be worked on first and with the added benefit of having the City of Peoria's information as a resource, this will assist us. In the coming weeks we should have a better knowledge on where we currently stand and when we should be applying. Mr. Rugh asked how the board will know when to meet and work along with this project. Mr. Strong mentioned the board has the option to create a subcommittee and should the board choose to be involved it is staff's recommendation to appoint members that are interested to be part of an accreditation subcommittee which will then meet and report back to the board during future advisory board meetings.

Board member Gross felt this accreditation process is of more valuable of her time and expertise than attending events here and there. Mr. Rugh asked is it preferred to have a committee, if so he would like to be part of this along with Ms. Gross. Board member Villa asked if a formal education or degree is required? Mrs. Gomez said it is not required of staff but it is to our advantage to acquire more training, education and certifications.

Chairperson Bible asked if those board members interested are willing to commit to this which included board member Alex Villa, Stephen Rugh, Teresa Bible, Garnett Sailor (editor only) and Linda Gross- each board member affirmed. Mr. Rugh amended the motion of this item to be

approved with the stipulation that a subcommittee meet and be available to assist staff with citizen input while working in application for agency accreditation.

5. Staff Report

Mrs. Gomez reported on the Buckeye Marathon. To date we have our presenting sponsor which is Cancer Treatment Centers of America. The July goal of registrations was 50 and we are currently at 51. We are still awaiting word on whether we are a Boston Qualifier Marathon. Once we get official word on this we will be doing a more regional marketing campaign to include some out of state marketing. We will be having an industrial like theme to include bands, microbrews and oxygen bar all as part of the end of the race party. Staff is partnering with the school districts and will be unveiling a mile run in August leading up to the total number of miles equivalent to a full marathon. Mrs. Gomez shared the Facebook page of the Buckeye Marathon along with the video created as a promotional tool which can be viewed on our city webpage. Packet pickup is being overseen by Chairperson Bible and she would like to have a couple other board members volunteer alongside with her. The location is still pending however staff is working to have it at the Cancer Treatment Centers of America. Staff asked for a commitment from each board member to get at least 10 friends registered by next meeting.

Mrs. White gave an update on pending construction projects to include the new roof at the existing library. New signage was placed at the Museum with the new city logo. The museum is also getting some improvements to include the flooring and interior painting. Items were needed to be moved for the improvements and during this time a consultant has been hired to put in place a strategic plan to include a cultural arts plan for recreation. This consultant is doing this at a minimal charge which will include them working closely with the Buckeye Historical Society. The goal is align programming and planning as it relates to the museum. This will include new exhibits and a re-grand opening on September 27th in partnership with the Main Street Coalition and Chamber of Commerce. Staff will also be making museum photo collections digital so it can be used in research and preserved. The façade of the museum will be changing to include a more visible main entrance. Staff is working with Laura Serbin with the Main Street Coalition in making this possible.

The new library is progressing beautifully with over 10% completion. It was shared by construction workers to staff that many patrons have been stopping by asking about the new library and expressing excitement for its completion. The community is very excited and is staying current with updates as it relates to library services. February 28th is the date for the grand opening of the new library and it will be an exciting event. The Friends of Library will be having a large book sale during this time and are preparing for this date. Our funding for collections at the new library is going before council early next month with the selected contractor being Baker and Taylor for approval. Everything is going very well within the library division and we look forward to the board's involvement.

Mr. Sanchez reported on the Parks Division by first recognizing this staff for their efforts in beautifying the city parks, especially during these hot summer months. Staff is working to improve baseball facilities in preparation for the fall as well as the aquatic center. Board members may have noticed the new shade canopies and other related improvements at the aquatic center. The color scheme chosen was to bring more vibrancy and excitement to the pool.

The skate park had additional lighting installed and has improved from a user and security stand point. The lighting is set on an automatic timer with it set to go off each night by 10 p.m. Park lighting was also added to the walkway from a nearby neighborhood at Earl Edgar Recreational

Complex. Staff has instrumental with this year's 4th of July set up and new this year was the use of the stage. As the support team in Community Services, parks staff is excited and are happy to support other divisions.

Mr. Wisener shared that Skyline Park is still underway and progress is near 75% completion.

6. Comments from the Chair and Board Members

Board member Stephen Rugh would like to be more involved with the Gila River and El Rio projects and would like to have updates on these projects regularly since they are very extensive and include cooperation with multiple jurisdictions.

Board member Sailor is impressed with the ongoing activities staff does especially with the new workload of staff wanting to take on the accreditation process.

Board member Villa shared a story of a cover wagon group that treks across the west here in the U.S. He shared the article from the local paper and felt this idea could possibly be done in Buckeye. It could begin from Yuma through Buckeye to Prescott Arizona. He suggested staff get in contact with Gatorade as a sponsor for the upcoming Marathon. Veterans here in Buckeye need help and he is still working to have a clinic here in Buckeye.

Chairperson Bible asked why the Hike for Skyline Park is on a Friday, October 3rd. Mr. Wisener will be talking to Myra with events and check on this date. He shared the idea behind this program as having a guide from the archeology society to speak during this event and hike to the petroglyphs. She finished her comments by commending staff for it efforts and is constantly sharing and promoting our events.

7. Next Meeting– September 17, 2014 at 6:30 p.m.

8. Adjournment

A motion was made to adjourn the meeting at 8:27 p.m. by Board member Rugh and seconded by Board Member Gross. Motion carried unanimously.

Teresa Bible, Chair

ATTEST:

Douglas C. Strong, Management Assistant

I hereby certify that the foregoing minutes are a true and correct copy of the Community Services Advisory Board meeting held by the Advisory Board on July 16, 2014. I further certify that the meeting was duly called and that a quorum was present.

Douglas C. Strong, Management Assistant